

## CLAIMS

1. A mobile terminal which is adapted to detachably fit a recording medium and which is operable to execute contents, comprising:
  - 5 a directory information acquiring unit that acquires directory information recorded on the fitted recording medium;
  - a directory deciding unit decides whether a predetermined particular directory name is contained in the acquired directory information; and
  - a contents setting unit that sets the contents, which is contained in a
  - 10 directory having the particular directory name and recorded on the recording medium, to an executable state when the particular directory name is contained in the acquired directory information.
2. The mobile terminal according to claim 1, further comprising:
  - 15 a detecting unit that detects that the recording medium is fitted, and wherein, the directory deciding unit decides whether the particular directory name is contained in the acquired directory information when the detecting unit detects that the recording medium is fitted.
- 20 3. The mobile terminal according to claim 1 or 2, wherein the contents setting unit set a plurality of contents to the executable state in predetermined order one by one when a plurality of the same type of contents are contained in the directory having the particular directory name in the recording medium.
- 25 4. The mobile terminal according to claim 1 or 2, further comprising:

a selecting unit that selects the contents, and

wherein, when a plurality of the same type of contents are contained in the directory having the particular directory name in the recording medium, the contents setting unit sets the selected contents to the executable state.

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5. The mobile terminal according to any one of claims 1 to 4, wherein, when a changing time setting file which defines previously a contents changing time is present in the directory having the particular directory name in the recording medium, the contents setting unit sets the contents contained in the directory to the executable state at a changing time defined in the changing time setting file.

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6. The mobile terminal according to any one of claims 1 to 4, further comprising:

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a number-of-incoming calls counting unit that counts a number of incoming calls; and

wherein, when a changing time setting file that defines previously to change the contents in a case that the mobile terminal receives the incoming call by a predetermined number of times is present in the directory having the particular directory name in the recording medium, the contents setting unit sets the contents contained in the directory to the executable state when the mobile terminal receives the incoming call by the predetermined number of times.

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